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BURLEY TOBACCO MARKETING QUOTA REFERENDUM

Suggested script No. 1 for broadcast by members of State or county committee and announcer. To be adapted to suit locality in which broadcast:

4p.2 ANNOUNCER: On Saturday, November 26, farmers in _____ county will vote to decide whether or not they want marketing quotas continued on Burley tobacco. The PMA County Committee is responsible for the voting in each county. So, today we've asked Mr. (name and title) to come in and answer some questions for us about the tobacco referendum. We want farmers to know exactly what they will be deciding, what their decisions will mean, and who is eligible to vote. Do you think you can straighten out these points, Mr. _____?

PMAC: I think I can, _____. At least I can tell you all I know about it.

ANNOUNCER: Now, wait a minute. Perhaps you'd better not tell us all you know about it. You see, we do have some other programs on our schedule for the rest of the day. How about taking about five minutes to give us the high lights?

PMAC: Oh, sure. The whole thing can be boiled down to just a few minutes' worth of facts and figures. What do you want to know first?

ANNOUNCER: Well, _____, as I understand it, there is to be a Burley tobacco marketing quota referendum on Saturday, November 26. Can you tell me exactly what this means? What is a tobacco marketing quota referendum?

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PMAC:

Why, _____, that just means that farmers who grow Burley tobacco are going to vote to decide whether or not they want marketing quotas continued. And before you ask me just what marketing quotas are, let me say that they are the means by which growers can maintain the supply of tobacco in line with demand.

ANNOUNCER: And how is this accomplished?

PMAC: Well, with the approval of marketing quotas, an acreage allotment is established for each farm. If the grower stays within his allotment, he can market all the Burley tobacco he produces, free of penalty. Furthermore, he can obtain Government non-recourse loans on his crop which serve to support tobacco prices at fair levels.

ANNOUNCER: I see. But why should farmers want allotments set for their tobacco? Maybe they'd rather just grow as much or as little as they please?

PMAC: Well, that's up to the farmers themselves to say. But there are some important things to consider. First, as I have said, quotas are intended to maintain production and supplies in line with demand.... and to help protect farmers' income.

ANNOUNCER: That strikes me as reasonable. Now what happens if I cooperate with the quota system. Let's say I plant within my acreage allotment and then along comes Bill Jones across the road who doesn't play that way. He plants all the tobacco he wants to. Why can't he take advantage of the better prices that we farmers are building within the quota system?

PMAC: You'd be protected on that score. The farmer who exceeds his acreage allotment is penalized 40 percent of the previous year's average market price on every pound of tobacco he sells over his marketing quota. This makes it rather expensive for the fellow who markets excess tobacco. And, furthermore, he cannot take advantage of the loan program.

ANNOUNCER: But if I stayed within my allotment I could sell my entire crop without any penalty?

PMAC: That's right.

ANNOUNCER: And I'd also get the advantage of Government loans to support prices?

PMAC: Yes. Price support loans equal to 90 percent of parity will be available on the 1950 crop only if quotas are approved. However, loans will be available on the 1949 crop at 90 percent of parity regardless of the outcome of this referendum. If all the tobacco of any single crop under loan is sold above the loan plus expenses, the farmer participates in any net gain which may be realized. Loans furnish a protection that eliminates some of the risks from tobacco growing. They afford a real protection to growers against drastic price declines or losses.

ANNOUNCER: Well, tell me, _____, how long would quotas be in effect if approved?

PMAC: That, too, is up to the farmers to decide. They will be voting on three questions. First, are you in favor of quotas for the three years---1950, 1951 and 1952? Second, do you favor quotas for one year, 1950, but oppose three-year quotas? Third, are you opposed to any quota?

ANNOUNCER: Well, what would happen if farmers should split up over the one-year and the three-year quotas, and you didn't get a majority for either one?

PMAC: There's a provision to take care of that. You see, it takes two-thirds of the growers who vote in the referendum to approve quotas. If two-thirds do vote for three year quotas, then we will have quotas for 1950, 1951, and 1952. If the combined vote for one-year and three-year quotas adds up to a two-thirds majority, then it's

a one-year quota. But if more than one-third of the farmers don't want any quotas at all, then we don't have them for 1950. But if the supply for 1950 becomes excessive another referendum will be held then.

ANNOUNCER: I see. It takes a full two-thirds majority to approve the measure. But who are the voters -- I mean, who is eligible to vote?

PMAC: Anybody who shares in the proceeds of the 1949 Burley tobacco crop is eligible to vote. He can be an owner, tenant, or share cropper, but he gets only one vote no matter how much tobacco he grows, or in how many counties or States he grows it. Each member of the family who has an independent interest in the crop as operator, tenant, or share cropper, is entitled to vote.

ANNOUNCER: You say you only get one vote even if you operate in several counties or several States?

PMAC: That's right. One man--one vote.

ANNOUNCER: Well, I guess the mighty important thing is to vote?

PMAC: You're absolutely right about that, _____. That's the only way we can get an expression of what farmers really want. If you're a Burley tobacco grower, then think the question over carefully. Consider all the angles, and then vote. Vote whichever way you want to, but vote. The decision in this referendum is important and it's up to farmers to make the referendum a real expression of what they want.

ANNOUNCER: Well, thanks, _____. Folks, you've just heard (name and title) discussing the Burley tobacco marketing quota referendum to be held on Saturday, November 26.
